

**FIRST 5 CALIFORNIA
CHILDREN AND FAMILIES COMMISSION**

**March 18, 2004
Radisson Hotel – El Cabrillo Room
1111 East Cabrillo Blvd.
Santa Barbara, CA 93103**

- **Call to Order – Item 1**

Vice Chairperson Alice Walker Duff called the meeting to order at 9:08 a.m. The following Commissioners were in attendance:

Commissioners Present: Elizabeth Rice Grossman
Margaret Taylor
Lou Vismara
Alice Walker Duff

Commissioners Absent: Chairman Rob Reiner
Eliseo Medina
Sandra Gutierrez

Ex Officio Commissioners Absent: Secretary for Education
Secretary of Health and Human Services

- **Approval of Minutes – January 15-16, 2004 – Item 3**

The minutes for the January 15-16, 2004 Commission meeting were approved.

- **Chairman's Report – Item 4**

Preschool for All

- The Preschool for All (PFA) Collaborative – including First 5 California, the First 5 Association, County Commission representatives from LA and San Mateo, the Packard Foundation, and Preschool California – met in February and focused on two main issues:

- 1) The lack of preschool facilities reflects inequities among communities. If not addressed as part of PFA implementation, the achievement gap could be worsened. Ideas were shared regarding the use of various funding streams and the role of the ABCD initiative.

- 2) A well-trained, diverse ECE workforce will be essential. LA's PFA master plan calls for 10,000 lead teachers with a B.A. Given turnover rates and the number of current teachers with some college coursework, a highly qualified workforce is possible, but supports and incentives are needed for ECE students as well as increased early education capacity in the state's college system. The Packard Foundation is funding Marcy Whitebook to study the capacity of CA's colleges to expand ECE professional education. This will complement the information from the ECE workforce census that the State Commission is funding.
- In February First 5 LA approved its final Universal Preschool Ten-Year Master Plan. It authorized \$500 million, in addition to the original \$100 million previously approved, to cover the first five years of implementation. The Commission is creating a new non-profit entity to run the Universal Preschool System. Nominations for the Board of Directors are now open and can be made on First 5 LA's website (www.first5.org). The plan's "early launch" is slated for September 2004 at 100 sites.

State-funded Research

- An interagency contract is being developed for Marcy Whitebook of UC Berkeley to undertake a statewide early education workforce study, to include demographics, education, and training of the current workforce.
- State research staff is doing a preliminary search of early education programs in California that have recently, or are currently, conducting longitudinal research on the effects of preschool on later school performance. The results will be used to design a scope of work for a meta-analysis of California-specific research.
- The research staff is developing an RFP to hire a contractor to analyze the characteristics of children who are identified with special needs after entering the K-12 system, in order to understand who is not being identified, why they are not being identified, and what the barriers to early identification are.

New Resource

Preschool and Childcare Enrollment in California, was released in January by the California Research Bureau, examining preschool and child care enrollment rates. It is available at www.library.ca.gov. It shows that 47% of California's 3 and 4 year olds are enrolled in preschool or child care, and that California ranks 37th relative to other states in preschool enrollment.

Annual Conference

The fifth annual Statewide Conference of County Commissions, "First 5 on the Move: Building Better Communities for Children," will be held at the Hyatt Regency San Francisco Airport in Burlingame on April 22-23, with a Pre-conference Institute on April 21 for County Commission program and fiscal staff. Registration information is available at www.cce.csus.edu/conferences.

- **Executive Director's Report – Item 5**

Executive Director Jane Henderson noted that the State Commission's meeting in Santa Barbara was reminiscent of its meeting there five years ago when Prop 10 was just beginning and the Commission was focused on drafting the initial guidelines. A lot has happened in five years.

Health Access for All Initiative

- State staff has completed a survey of the county commissions currently implementing a Healthy Kids-type insurance program to reassess the county allocation formula. (Work is underway in 11 counties.) It was originally based on uninsured estimates from the California Health Interview Survey (CHIS), but the survey information showed that a more equitable formula should be based on the percentage of young children (0-5) in each county.
- An RFF is projected to be released by early April. Staff will proceed to implement the project, but hold off on making awards until the State Budget is passed and outstanding issues are resolved. These include:
 - the proposed enrollment cap on Healthy Families Program;
 - the proposed enrollment cap on California Children Services (CCS), and
 - the reduction in the Medi-Cal reimbursement rates
- Staff is continuing its discussion with foundation partners on outreach/enrollment/retention strategies and quality enhancement efforts. The California Endowment is funding \$10 million over three years for the Los Angeles effort, subsidizing insurance premiums for the 6-18 year population in the Healthy Kids Program.
- The State Commission will co-sponsor a Health Coverage Summit in partnership with the Covering Kids and Families Project. This two-day meeting is planned for May 11 and 12 in Sacramento.

Advisory Committee on Diversity

Staff has released an RFP for a contractor or team of contractors to serve as expert consultants to First 5 California on issues of diversity, equity, and inclusion. The contractor(s) will be charged with, among other things, developing the implementation plan for the Principles on Equity. The contractor will work with the Association as well as key Advisory Committee members to prepare a viable implementation plan. Funding approval for this contract will be brought back to the Commission.

State Commission Audit Update

The Bureau of State Audits is auditing the State Commission and several county commissions this spring. The audits performed by the State Auditor are confidential, so the State Commission and any county commissions involved may be limited in the information they can share.

Media/Public Relations Contracts

- An RFP was released for the First 5 California Media Campaign. Representatives of nearly 30 firms attended the Pre-Proposal Conference February 9. The final date for proposal submissions is March 19 with a contract award set for mid-May. The contract runs from July 1, 2004, through June 30, 2007.
- The Public Relations RFP is scheduled for release in April. The State Commission at its last meeting asked that the Community-Based Organizations contract be extended until a new contract is in place, but that extension is still pending with Department of General Services.
- **Media Coverage**
On February 10, First 5 California conducted a media teleconference with Rob Reiner, Jane Henderson, and Geoff Garin of Peter Hart Research to discuss findings from the preschool survey titled, "What Californians Think About Preschool: A Statewide Survey of Attitudes." A statewide news release was distributed and targeted media outreach was conducted on the survey's key findings resulting in wide coverage in both print and broadcast media, in English and Spanish.
- Two television news segments were produced in partnership with *Univision* -- a segment on oral health in Santa Barbara and one on parent literacy in Los Angeles. *Univision* also aired a live remote (the second in the Central Valley) to distribute the *Kit for New Parents* and highlight the First 5 Madera Family Resource Center. Prior to the event, *Univision* aired promos and the Family Resource Center distributed flyers, drawing hundreds to the live broadcast. Radio Bilingue (Fresno) will run a live national, Spanish-language interview with Commissioner Eliseo Medina on March 23 focused on the preschool survey results and First 5 California.
- Commissioner Lou Vismara asked about plans to publicize the Commission's work on children with special needs. Staff reported plans are underway, but they have been delayed because staff hopes to involve First Lady Maria Shriver whose schedule has been overly booked in recent months. Commissioner Vismara suggested that this media event could possibly coincide with the release of the special needs RFPs and take place at a child care center. Staff noted that media opportunities are being expanded and a revised schedule of plans for media events will be available soon.

First 5 Association Report – Item 6

- First 5 Association President Mark Friedman reported on the Association's interest in working with the State Commission to identify key messages capable of getting the First 5 story out to the public and specific stakeholders.

- The Association is currently upgrading its internal capacity to offer cross-county technical assistance through a redesigned website and a peer-to-peer mentoring program. The website will no longer be password-protected so that all the First 5 partners can more easily benefit from it.
- The annual conference of county commissions (scheduled for April 21-23 in Burlingame) will feature workshops primarily given by county commissions, with a focus on what First 5 has learned in the first five years. There will also be opportunities to learn more about the new state initiatives, including oral health, children's health coverage, and preschool for all. An entire workshop track will focus on children with disabilities and other special needs.
- The Association's application for an expanded AmeriCorps program, which focuses on school readiness, was accepted for national competition. It will go before the federal Corporation for National and Community Service later this month. If successful, it will expand the current program from 100 AmeriCorps members to 250.

Small and Rural County Commission Augmentation – Item 7

- Joe Munso presented a proposal to continue the State Commission's support of small population counties for four years. The proposal, crafted with input from the First 5 Association, calls for:
 - A set-aside of \$3.5 million per year to bring the smallest eight counties up to an administrative budget of \$200,000 per year, provide \$2.5 million in administrative support to 23 other small counties, and offer a travel subsidy of \$3787(half that provided previously)
 - Development of a "trigger" tied to commission fund balances that will ensure that state funds do not have the effect of increasing large county fund balances
- Review of the effects of the trigger on the overall amount needed by the counties
- 20 percent of the augmentation to be paid by the largest counties through re-direction of state school readiness funds.
- Joe noted that augmentations have clearly helped small counties serve children. He distributed a power point showing how the funds have been used. He said that implementation of the trigger will be based on uniform reporting guidelines for all counties, which will be developed in conjunction with the Association. Staff will report back to the Commission on the guidelines and the trigger at the next Commission meeting.

- Commissioner Vismara asked if it might not be more fruitful to plan beyond four years. Joe responded that when the trigger is brought back to the Commission and its fiscal impact is known, the Commission can discuss whether it wants to extend the timeframe of the augmentation.
- No vote was taken because Commissioner Margaret Taylor, who also sits on a county commission, recused herself, resulting in lack of a quorum eligible to vote. The proposal will be brought up as an action item again at the May Commission meeting. If there is no need to discuss it further, it could be placed on the consent calendar.
- Mark Friedman thanked the State Commission and staff for their partnership in this effort and agreed that ultimately a long-term solution is highly desirable. He pointed out that the large counties are willing to share in the cost of the augmentation because they agree on the importance of the statewide nature of the program.
- Dan Steinhagan, Commissioner from Mono County, shared the challenges facing counties such as his, where only one town is incorporated and facilities and professionals are often non-existent. In spite of these obstacles, First 5 funds have planted seeds that are now bearing fruit. The business community for the first time is now focused on the needs of young children, including the child care needs of workers in the tourism-related industries.
- Julie Baer, Supervisor from Inyo County and Chair of the Commission, said she had been in Santa Barbara 5 years ago when the Prop 10 guidelines were first developed, thanked the State Commission for its foresight, and noted the success her Commission has had using First 5 funds to leverage private funding and resources to meet the needs of young children.
- Commissioner Duff thanked the small population counties for the letters they had sent informing her of the situation they face.

- **Preschool for All – Item 8**

Staff provided the Commission with an update on continuing development for the Preschool for All Demonstration (PFA) Projects, focusing on planning meetings with interested County Commissions. Given the shifting environment for PFA, staff recommended that State Commission leadership focus on planning for some of the hardest issues (i.e., workforce development and developing infrastructure in underserved communities) and funding for County Commission PFA Planning Projects. The Commission remains committed to the overall policy direction and key elements in the PFA Demonstration Projects.

The PFA Planning Projects will use the “PFA: Step by Step Toolkit” developed by A.I.R. that was presented at the January Commission meeting, and will receive \$50,000 to develop ‘system level’ plans by December 2003. The participating County Commissions need to meet ‘threshold criteria’ for participation including policy and fiscal commitments from the First 5 County Commission and partners, agreement to the PFA ‘Extended Criteria and Evidence,’ focus on underserved/high priority school-communities and workforce development, plus development of preschool plans for

approximately 1000 4 year olds at a system level (district(s), city, county). Separate discussions are being held with the more operational PFA counties (Los Angeles, San Mateo, Alpine).

Dr. Vismara complimented the County Commissions and staff on their progress with developing PFA Projects and asked that the 'key questions' be developed to ensure state and county investments in children with disabilities and other special needs, particularly regarding early screenings and assessments. These 'key questions' will be developed in conjunction with the First 5 Research Projects and with the Special Needs Project.

Pat Wheatley, Executive Director, Santa Barbara First 5 County Commission, expressed appreciation for the opportunities provided through the PFA Planning Projects. She described the growing commitment for PFA among Santa Barbara education and community leaders, including foundation partners.

Moir Kenney, Executive Director, San Francisco First 5 County Commission, voiced support for the PFA Planning Projects and explained the fortuitous timing for these PFA Projects given the recent approval of Proposition H by 71% of San Francisco voters. Approximately \$20M will be available for PFA for the approximately 6,000 4 year olds in San Francisco through the First 5 County Commission. The PFA implementation plan is due to the San Francisco County Supervisors this fall.

Sherry Novick, Executive Director of the Association, noted that the State Commission's efforts are consistent with that of other partners that are supporting a thoughtful planning process. The Packard Foundation plans to fund the Association to administer a Learning Community process that will harvest lessons learned by the early planners and implementers to benefit those who enter the process later. She also pointed out that the Child Care Law Center has been funded to focus specifically on the issue of full inclusion of children with disabilities and other special needs.

The First 5 California Children and Families Commission approved the allocation of funds for 12 Preschool for All (PFA) Planning Projects when 'threshold criteria' are met for: El Dorado, Kern, Merced, Orange, Sacramento, San Francisco, San Joaquin, Santa Barbara, Santa Clara, Ventura, Yolo and Yuba Counties. The PFA Planning Projects are \$50,000 each for a total of \$600,000 (from the \$100 million previously approved for the Preschool for All Initiative, July 2003 Commission Meeting). The PFA Planning Projects will begin April 2004 with submission of the PFA Plans proposed for December. The First 5 California Children and Families Commission also directed that staff continue leadership strategies that support PFA to address issues such as workforce development statewide and infrastructure development for preschools in underserved communities.

Legislative Items – Item 9

- Patti Huston reported that State Staff are closely tracking 37 bills and monitoring more than 100 others. She noted several bills of particular interest.
- Two bills push back the age for entering kindergarten. The State Commission has historically not supported such bills because it would pull children out of kindergarten before an alternative exists for them.

- One bill repeals the part-day limit on kindergarten, allowing it to expand to full-day.
- Another bill calls for a master plan for child development, focused on the needs of infants and toddlers.
- Patti pointed out that 9 Senators and 18 Assemblypersons will term out at the end of this year, including several whose efforts on behalf of young children have been very significant.
- She distributed copies of the current version of AB 56, which now merely states Legislative intent that California develop a strategy to ensure that children have access to quality preschool, including programs that employ qualified staff. It is unclear how this bill will develop in the coming months, but staff will continue to work on language in the hopes that in its final form, it will set the stage for PFA and focus particularly on workforce development issues.
- Commissioner Taylor agreed to join the Commission's legislative subcommittee, which will provide oversight for the legislative review process. The subcommittee will also assist with the Commission's response to the State Auditor's report. The final report will include space for the Commission to answer issues raised by the Auditor.
- Commissioner Duff asked how the Commission might most effectively thank Members of the Legislature who have been strong supporters of the Commission's work and reach out to new Members as they come to the Capitol.
- Sherry Novick said the Association agrees this is important and suggested that the State Commission and the Association work together to brief new members and their staff early in the next legislative session. She also noted that Patti is issuing invitations to key legislators to come to the annual conference where we will have an opportunity to thank them publicly.

• **KCET TV's Informal Child Caregiver Production, KCED – Item 10**

The Commission approved \$4 million in funding for one year to KCET TV station for development and production a new PBS program, KCED™, "A Place of Our Own. The program will provide early learning teaching strategies and child development information for home-based child caregivers. "A Place of Our Own" will air in all seven markets of the state (up to fourteen stations): Los Angeles, San Francisco, Sacramento, San Diego, Fresno, Eureka, and Redding at least for the duration of the CCFC funding. KCET has committed to producing a separate, Spanish language version of the program to air as frequently as the English version.

After conducting focus groups in September 2003, KCET determined that the series will be based on a talk-show format. Guests will include child development experts, celebrities and caregivers (selected from the viewing audience). The television program will be supported with an outreach plan that includes extended learning opportunities and services, such as professional development workshops, at community sites, videotapes, print materials, and extension activities available on a

webpage that build on the goals and themes of the series. Viewers will be able to provide questions and comments through email or a phone line.

Funding, which comes from the \$10 million approved for the Informal Caregivers Special Project, is contingent upon staff working with KCET to reach agreement in the following matters:

1. The Spanish program is offered at an appropriate frequency. Spanish stations are provided appropriate opportunity to broadcast the program and provide selected extension activities.
2. The outreach/marketing plan is designed to reach our target audience of family, friend and neighbor (informal) child caregivers.
3. The evaluation is designed to assess both the effectiveness of the content/approach and the reach to our target audience for the show and the extension activities. This evaluation would provide adequate information on which the Commission could base future (continuation) funding decisions.
4. The content has a focus on non-licensed, home-based caregivers caring for children birth to five and there is a process for obtaining input from State Commission staff and County Commissions.
5. The program extensions (e.g., learning communities, webpage resources, email and telephone access for viewers to provide questions/comments) are suitable and connected to County Commission programs and other State programs.
6. The budget is appropriate and there is evidence that sufficient revenue is available.
7. Copyright and ad revenue arrangements are acceptable.

- **Childhood Asthma Initiative – Item 11**

Staff from Department of Health Services (DHS) provided an overview of the many accomplishments that the Childhood Asthma Initiative has been able to achieve over the past four years with financial support from First 5 California. Additionally, the State Commissioners heard about how various elements of the CAI could be transferred into other systems for larger scale application. Some of these future activities will be funded with available carry forward funding from First 5 California and other activities will continue with local, federal, or other funding.

DHS also submitted a proposal requesting \$500,000 total in new funding from First 5 California to support the development of culturally and linguistically appropriate resources, self-study and other training modules for childcare and preschool providers and other School Readiness program providers, home visitors, clinical providers and local health departments, training throughout the state, and evaluation. The State Commission approved the funds for this approximately 12-month proposal.

- **Special Needs Project Update – Item 12**

Staff provided a status report for the Special Needs Project, covering the following key points:

- The Statewide Coordination and Training Contract awarded to Sonoma State University, California Institute on Human Services begins this month. The contractor will produce resource materials, provide direct training and technical support to the Demonstration Sites, and disseminate effective practices statewide.

- A small advisory group of county commission staff, parent representatives and specialists will be formed and meet within the next two months. The group will begin by reviewing recommendations for screening tools and follow-up procedures.
- By Summer 2004 First 5 California will release a request for applications to county commissions to apply for Demonstration Site funding for existing First 5 School Readiness programs. Approximately ten sites will be selected by October 2004.

Commissioner Vismara expressed interest in a work group including the medical and health insurance communities focusing specifically on early and periodic screening for identification of special needs and early intervention. Commissioner Duff added that occupational therapists, physical therapists, speech therapists and SB 1703-funded program managers could offer useful information to support the project.

- **Kit for New Parents Update – Item 13**

Findings of the research regarding adaptation of the Kit for New Parents were shared with the Commission by Emily Nahat of CCFC and Pat Costanza of tmdgroup, inc., the contractor responsible for Kit adaptation into Asian languages. The research done recently by tmdgroup, inc. and the Kit evaluation recently submitted by UC Berkeley pointed to the need for changes in the formatting of the content from topic to ages and stages of development, the need to switch from VHS format to DVDs, inclusion of additional detail on some topics, initial reorganization of some topics by age, and changes to the design of the Kit materials and box. The findings will also be used to determine what changes should be made to the English and Spanish Kits in the future. Public comment was favorable, with speakers supporting the switch to DVD format and cautioning that room needs to still be available for county materials and that additional training for providers, preferably by providers, would be useful.

- **Adjournment – Item 14**

Chairperson Duff adjourned the meeting at 2:30 p.m. The next Commission meeting will be May 20th in Sacramento.